

Application No. : 10/004,281  
Amdt. Dated : October 12, 2005  
Reply To O.A. Of : March 14, 2005

### **Amendments To The Claims**

The listing of claims replaces all prior versions and listings of claims.

### **Listing of Claims**

**Claims 1-20 (Canceled).**

**Claim 21 (Previously Presented)** A method for selling advertising media inventory on a network of publicly-located dynamic displays, the method comprising:

electronically receiving target consumer demographics from an advertiser;  
comparing the target consumer demographics to demographic information for available advertising media inventory on the network of publicly-located dynamic displays;

identifying a subset of available inventory based at least in part on the comparison; and

providing pricing for the subset of available inventory to the advertiser, wherein the pricing changes according to a degree of targetability represented by the subset of available inventory compared to the available advertising media inventory.

**Claim 22 (Previously Presented)** The method of Claim 21, wherein electronically receiving the target consumer demographics from the advertiser comprises receiving the target consumer demographics through a computer interface from at least one of a media planner and a media buyer.

**Claim 23 (Previously Presented)** The method of Claim 21, wherein the network of publicly-located dynamic displays comprises at least one dynamic interactive directory.

**Claim 24 (Previously Presented)** The method of Claim 21, further comprising electronically receiving target geographic location information for an advertisement campaign from the advertiser, wherein the subset of available inventory is also based at least in part on a comparison of the target geographic location information and a location of one or more dynamic displays.

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**Claim 25 (Previously Presented)** The method of Claim 21, further comprising comparing the target consumer demographics to demographic information for available advertising media inventory on at least one additional media type.

**Claim 26 (Previously Presented)** The method of Claim 25, wherein the at least one additional media type comprises a dynamic medium selected from the group comprising interactive directories, elevator information, and fitness equipment.

**Claim 27 (Previously Presented)** The method of Claim 25, wherein the at least one additional media type comprises an online website.

**Claim 28 (Previously Presented)** The method of Claim 25, wherein the at least one additional media type comprises one or more media selected from the group comprising radio, television, outdoor billboard, wallscape, indoor poster, newspaper, and magazine.

**Claim 29 (Previously Presented)** The method of Claim 25, further comprising receiving a selection of a seller of the at least one additional media type.

**Claim 30 (Previously Presented)** The method of Claim 21, further comprising electronically receiving target property type information for an advertisement campaign from the advertiser, wherein the subset of available inventory is also based at least in part on a comparison of the target property type information and a property type location of one or more dynamic displays.

**Claim 31 (Previously Presented)** The method of Claim 30, wherein the target property type includes at least one specific retail store.

**Claim 32 (Previously Presented)** The method of Claim 30, wherein the target property type includes a type of retail store.

**Claim 33 (Previously Presented)** The method of Claim 21, further comprising providing a number of impressions corresponding to the subset of available inventory to the advertiser.

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**Claim 34 (Currently Amended)** An advertising media inventory sales system comprising an online computer interface configured to:

- receive target consumer demographics from an advertiser;
- compare the target consumer demographics to demographic information for available advertising media inventory;
- identify a subset of available inventory based at least in part on the comparison; and
- provide pricing for the subset of available inventory to the advertiser, wherein the pricing changes based at least in part on the subset of available inventory as compared to the total available advertising media inventory.

**Claim 35 (Previously Presented)** The system of Claim 34, wherein the online computer interface is further configured to provide a number of impressions for the subset of available inventory to the advertiser.

**Claim 36 (Previously Presented)** The system of Claim 34, wherein the pricing changes according to a degree of targetability represented by the subset of available inventory compared to the available advertising media inventory.

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### SUMMARY OF INTERVIEW

#### Exhibits and/or Demonstrations:

None

#### Identification of Claims Discussed

Claims 21 and 34

#### Identification of Prior Art Discussed

U.S. Patent Application Publication No. 2004/0111319 to Matsumoto et al.

#### Proposed Amendments

The Applicant proposed to amend Claim 34 as shown above in the listing of claims.

#### Principal Arguments and Other Matters

The Applicant thanks Examiner Lastra for the telephone interview on October 11, 2005 with the Applicant and the Applicant's attorneys, John M. Grover and Aaron D. Barker. During the interview, Claims 21 and 34 were discussed and the Applicant distinguished the Matsumoto et al. reference from Claim 21.

#### Results of Interview

As a result of the interview, the Applicant has amended Claim 34 as presented herein. Per the Examiner's request, the Applicant also provides the remarks hereinbelow.